

Sample Media Advisory

Below is a sample media advisory for an organization to announce an event or project that is part of the 9/11 Day of Service and Remembrance. The purpose of a media advisory is to give the basic details (who, what, where, when, why) of an event to attract media to attend. Feel free to use or adapt this to meet your needs. To let us know what you have planned, please email a copy of your media advisory or release to sscott@cns.gov. Thank you!

FOR IMMEDIATE RELEASE
DATE:

CONTACT:
PHONE & EMAIL:

Councilmember Smith, Volunteers and Students Join First Official 9/11 Day of Service

Locals Honor Nation's Heroes as Part of President Obama's United We Serve Initiative

In tribute to the sacrifices made by the heroes of September 11, 2001 and in recognition of the nation's first official September 11 Day of Service and Remembrance, Councilmember John Smith, local volunteers, and twenty elementary school children will kick off a new afterschool reading program at the Smithtown Public Library on **Friday, September 11, at 10 AM**.

The effort responds to the problem of declining student reading levels: 32% of fourth graders are not currently reading at grade level, according to the Smithtown school board. Volunteers in the Smithtown literacy project will hold regular reading and tutoring sessions throughout the school year.

WHO: Councilmember John Smith
Smithtown volunteers
20 elementary school children

WHERE: Smithtown Public Library
10 Maple Street (between 5th and 4th)

WHAT: 9/11 Day of Service and Remembrance project to improve student literacy skills

WHEN: September 11, 2009, 10:00-11:00 am

The Smithtown literacy project is one of the thousands of grassroots service projects taking place across the nation in honor of September 11. This past April, President Obama signed the Edward M. Kennedy Serve America Act and officially recognized September 11 as a National Day of Service and Remembrance for the first time. This September 11, Americans will join together in service projects across all fifty states and re-commit to serving their communities.

United We Serve is President Obama's national call to service challenging all Americans to engage in sustained, collaborative, and focused service in their communities. *United We Serve* is being led by the Corporation for National and Community Service, a federal agency that improves lives and strengthens communities through volunteering and service. For more information, visit www.Serve.gov.

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